Let us do the donkey work

Door2Door gets your campaign noticed

Isle of Man Post Office
Oik Postagh Ellan Vannin

People to People

iompost.com

Catch their attention

'We liked the fact that we could tailor the distribution to our target audience, in a timely and efficient manner without the expense of a full direct mail campaign'
Mike Lewin,
Charity Volunteer, Care In Mann

People respond better to their daily delivery

What makes Door2Door so special?

Your message is delivered with the post, by the professional Post Office team. It's a fact that your audience is more likely to respond to your message when it's delivered with the regular post. People have a routine time each day when they go through their mail, and will actually be more inclined to devote some time to reading it.

Only Door2Door can deliver your item with the post, so your audience is in the best place, and the right frame of mind to take in your message. Your piece will be read at the same time as the standard mail, and comes from a trusted source – the friendly and uniformed postman.

What's more, Door2Door is the only service that offers total Island coverage for unaddressed items, giving you access to over 38,000 homes and 2,500 businesses. You can also tailor your distribution to specific geographical areas or postcodes based on your target market giving you better and more successful targeting.

Find out what Door2Door – the Island's largest and most professional door drop service – can do for your marketing campaign.

Get your message across...

'The response to our Door2Door advertising was excellent and we have had positive feedback from recipients. We would definitely use this form of advertising again as it proved to be a very cost effective way of reaching our market'.
Katharine Partington, Practice Manager, Laxey Dental Surgery

Unaddressed mail can often be the best way to boost your campaign

With today's advanced targeting models, better creative work, and more receptive and responsive customers, door drops are playing an increasingly prominent role in the marketing mix.

A recent survey has shown that 79% of people read, keep, or pass on unaddressed items, and that 48% of consumers visit shops, buy products or send for information after reading them.

Get more for your money

Door drop campaigns can deliver real and measurable results, and are an extremely cost-effective way to communicate your marketing message. They're easy to organise and straight-forward to implement, and can form part of an integrated marketing campaign or serve as a powerful stand-alone medium.

They're also incredibly versatile, with many benefits. You can use them to:

- Acquire new customers,
- Boost your sales,
- Highlight special events or promotions,
- Act as a response channel within integrated campaigns,
- Gather information to build or improve upon a customer database,
- Test the effectiveness of your marketing message,
- Track your campaign results.

Door drop mail pieces can take many forms – letters, leaflets, brochures, catalogues, coupons, magazines and many other promotional items can be delivered. They offer the space to inform and persuade potential customers in much more detail than other media allow, and are an ideal means to distribute samples and canvass opinions. And of course, our Integrated Mailing Solutions (IMS) division can print, fold and envelope your promotional material before its despatch. IMS can also scan the responses from customers and provide you with the data offering a cost effective way to streamline the whole process under one roof.

We'll deliver it personally

'We have used Door2Door on a number of occasions and have seen a very noticeable response to leaflet drops using this service'
Mark Tallis,
Assistant Manager, A J Millichaps.

Your mail piece is in good hands with Isle of Man Post Office

An unaddressed item sent through Door2Door has a clear advantage over other door drops – it's delivered by us as part of the regular post, so people have more confidence in its source.

Because delivery is made by uniformed staff and the trusted brand of the Isle of Man Post Office, your piece will stand out from other circulars and leaflets delivered by hand or with local newspapers.

The best in the business

Door2Door is quite simply the most accurate and reliable door drop delivery service there is.

Your message will be delivered exactly how you requested, by one of our highly professional Postal team.

No-one else can match our coverage either – with over 100 delivery rounds we deliver to over 40,000 addresses throughout the Island. And with over 20 years' experience of preparing and delivering mail, we can pass on plenty of advice about how to organise a successful door drop campaign (should you need it!).

Here are some basic tips:

- Book your delivery time well in advance, and get your item printed at least a fortnight before this,
- Check your mailing meets our size and weight specifications,
- Target your message to the most appropriate areas,
- Make an immediate impact with your creative,
- Make sure the offer is right and lead with its benefits,
- Create a simple response device.

If you have any further queries on how to make your campaign a success, please phone the Sales Team on 698444.

Do it your way

'We had a 1st class professional and friendly service from the Post Office from our initial enquiry through to the follow up after our Door2Door had been distributed. Door2Door did what we had hoped and generated a very good response resulting in increased business'
Paul Thompson,
Managing Director, Thompson Travel

We'll help you drive your campaign home

Door2Door is flexible enough to support any tactical campaign. Choose from all these benefits:

Achieving stand out

As impact is so important in a door drop campaign, we have a 'no competition' policy, whereby we won't deliver more than one door drop from any one industry sector at any one time. We also limit the overall amount of Door2Door each week, to help maintain the 'stand out' factor of each piece..

Campaign tie-ins

Because door drops are an ideal and cost-effective medium to support a wider campaign – eg radio, press etc – we give you plenty of leeway to coordinate your campaign timings. You can book your Door2Door up to a year in advance, within an agreed one week time span.

One-off events

Getting the right timings can be just as important for promoting unique events, such as a store opening, a product launch or a special offer period. Our advance booking system helps you get the slot you want.

Targeting services

Successful targeting is vital in maximising your response rates and limiting the waste of blanket coverage. Door2Door allows you to deliver to entire postcodes or focus on specific geographic areas of the Island.

Coverage and value

When it comes to spreading your message, no-one else can match the Island-wide coverage of Door2Door. It's an extremely cost-effective way to reach both large and widespread audiences...

The finishing touches

How to arrange your Door2Door distribution

Check you qualify:

- Minimum item size is 110 x 150mm (A6),
- Maximum item size is 210 by 297mm (A4),
- Maximum item weight is 100g,
- The item should conform to the latest version of the CAP Code available from www.asa.org.uk and any other relevant legislation, regulations or codes of practice,
- Isle of Man Post Office may also refuse to accept items which may cause embarrassment to its staff or the recipient, are harmful or dangerous, are prohibited by law or for any other reason listed under our full terms and conditions (a full copy of which is available from our website iompost.com).

Please remember:

- As our distribution service is popular, it is advisable to book at least three weeks prior to your chosen distribution date. A 10% deposit will secure your booking,
- Leaflets should be supplied to us in bundles of 50 or 100, if not items may be subject to a handling surcharge,
- Items are delivered over 5 working days commencing Monday and ending Friday,
- Payment and delivery of your items should be received on the Wednesday of the week prior to delivery.

For any other questions or to book your Door2Door campaign, please ring our Sales Team on (01624) 698444 or visit our website iompost.com where you can also find our full terms and conditions along with prices.

And remember, the availability for Door2Door slots is limited, so get yours booked as soon as possible to avoid disappointment.

Mixed Sources
Product group from well-managed forests and other controlled sources
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